

# THE STRATHMORE STANDARD AND BOW VALLEY

**Horse Blankets**  
We have them.  
The Most Durable  
Weights at  
Prices Unequalled  
If you are needing them  
See Ours  
STRATHMORE HARDWARE

VOL. IX., NO. 9

STRATHMORE, ALBERTA NOV. 28, 1917.

Subscription Price, 1.00 per year

## Heaters

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The BEST and  
HEAVIEST MAKES  
PROCURABLE AT  
MOST MODERATE  
PRICES

Your Inspection Invited

STRATHMORE HARDWARE

The Anglican Church Guild are holding a bazaar on Saturday.

G. F. Butler attended the Masonic banquet at Glenora last week.

Mr. Moore, of Alderson, is the new teller at the local branch of the Union Bank.

The auditor's report for the year is now in the hands of the Secretary and will be published in our next issue.

Rev. L. R. Macdonald, Carleton Place and Rev. J. P. Berry will exchange pulpits next Sunday.

The auditor's report for the R.M. of Bow Valley for the year ending Nov 15th 1917, is in the hands of the printer and will be mailed to all ratepayers within the next few days.

The Christmas services at the Catholic Church are as follows: First Mass at midnight, 2nd Mass at 9.30 a.m. 3rd Mass at 11.

George S. Wade, formerly of this district, and who left for Overseas with a Calgary Battalion, has been admitted to a French Hospital suffering from gunshot wounds in the face.

WANTED—Horse for 1 down 1 year old horse, and 2 down pullets, good layers; until March lat.—Phone 1320 Strathmore.

The whole of the City officials turned out for the special meeting on Tuesday, including the Chief of Police, the Constable and the Fire Chief.

A U.F.A. auction sale will be held at Carleton Place on Friday, Dec 7th at 10 o'clock. 25 head of horses, 60 head cattle, 25 head lambs, hogs, chickens, ducks, and turkeys, several sets work harness, and farm machinery of all kinds. Pat Donahue, Auctioneer.

With a view to allow pedestrians to cross Main Street without having to wade knee deep through sand, etc., a nice brand new crossing has been placed across the street opposite the Opera House. Incidentally the crossing serves a dual purpose, it is a benefit to pedestrians and prevents speeding.

## Buy a Victory Bond

The election of officers of the Women's Institute will be held in the Red Cross Room, Friday, Dec 7th at 2 p.m. The question of the Institute continuing the management of Red Cross work will be decided at this meeting. Every man and woman interested are requested to be present.

The special meeting of the Council called for Tuesday evening for the purpose of discussing the advisability of investing some of the sinking fund in Victory Bonds had to be called off, as there were not enough present to form a quorum.

There are three vacancies to fill in the Council Chamber this year. Councillors Butler, Zerkle and Brown have each run their allotted span. Whether there will be an election this year or whether these gentlemen will be re-elected by acclamation, is hard to prophesy at this stage. We trust there will be no need of an election for the present Council is working very well together and it is best to leave well alone.

## CORRIGENDA

We received a visit from the Mayor this week regarding the manner in which we criticized his actions at a Council meeting some few weeks ago. It appears that our comment has been construed by some of our readers as meaning that His Worship said unprintable things on that occasion. Far from it! Let us endeavor to explain matters. When we stated that the Mayor "lowered the dignity of the chair" it was not meant that he used unparliamentary or unprintable language, but what we did criticize and take exception to, was his action in occupying the valuable time of the Council in an argument that led to nothing being accomplished.

## Dr. A. C. Spankie

M. D. C. M.

Eye, Ear, Nose & Throat  
SPECIALIST

Office—Suite 121-122 New P. Barras Building, corner 8th Ave. and 2nd Street East

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Interns and House Surgeons, Manhattan Eye, Ear, Nose & Throat Hospital, New York City 1911-1914

Specialists Calgary School Board

## Buy a Victory Bond

**UNRESERVED AUCTION SALE**  
S.W. Q.R. SEC. 7, T.W. 26  
RGE. 24, WEST 4  
4 Miles North of  
Nightingale, on  
**THURSDAY, DEC. 6th, 1917**  
AT ONE O'CLOCK

Instructed by A. G. SEYMOUR who is leaving the District, I will sell the undermentioned:

**6 Head Horses**  
**20 Head Cattle**  
**FARM IMPLEMENTS, ETC.**

**HORSES** Comprise  
Team Mares, 3 and 4 yrs, 2800 lbs.  
2 year old Filly (Clyde Breed)  
One Yearling Colt (Percheron Breed)  
Standard Bred Driving Mare (well known)  
Extra Good Saddle Horse

**CATTLE** Comprise  
3 Good Milch Cows  
2 Shorthorn Heifers, 2 & 3 yrs old  
2 Three year old Steers  
13 Head Yearlings and 2 year olds

**IMPLEMENTS** Comprise  
Sulky Breaker, 2 Mowers and 1 Rake, Set Disc Harrows, 8 ft. Massey Harris Binder, Walking Plow, etc.—also about 10 Tons of Hay.

Terms Cash. Luncheon. No Reserve

**ALAYZELL AUCTIONEER**  
Phone M6347 520 Centre Street  
CALGARY

Universal Service—

Buy  
Victory  
Bonds

Christmas  
Shopping

must be done earlier than ever before to give you satisfaction

**Military Necessities**  
will call many Artisans from the factories before December and thus reduce production

**A Small Deposit**  
will secure your selection—delivery being made when required

**Our Stock is Complete**  
We are very anxious to show it to you—please give us the opportunity

THE  
STRATHMORE  
JEWELRY STORE



How many Victory Bonds have you bought?

Have you put yourself to any real inconvenience to buy Victory Bonds?

Have you denied yourself some purely personal gratification, so that you could invest the money saved in Victory Bonds?

Have you realized the urgent need for personal self-sacrifice to make the Victory Loan a great success?

Until you have bought Victory Bonds to the very limit of your ability, you have not done your duty.

Campaign Closes Saturday Night

What Answer  
Will You Give?

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada.

65a

Make Your Money Fight--  
Buy VICTORY BONDS











# Save and Serve-Buy Victory Bonds

## THE STRATHMORE AND BOW VALLEY STANDARD

WEDNESDAY, NOVEMBER 28, 1917

The annual meeting of the ratepayers of the Rural Municipality of Bow Valley, No. 219, was held on Saturday afternoon at two o'clock in the Fire Hall, all of the Councilors, with one exception, being present.

The minutes of the last annual meeting were read and adopted. Only four ratepayers were present. Whether this is a sign of apathy among the ratepayers and they fail to take any interest in Municipal affairs, or whether they are so well satisfied with the work that has been done this year, we are unable to find out, but those few who were present, apparently found everything to their satisfaction, for very little in the nature of kicking was done.

Still, apart from the fact of whether they have kicks to register or not, the ratepayers should turn out on such occasions as these, for it gives the Council great encouragement and they feel that they have the co-operation of those whom they represent and for whom they are working. Time was when the annual meeting of the Municipality drew a large attendance, but apparently the apathetic epidemic that has satiated our town ratepayers the past few years is rapidly spreading.

We are sorry if such is the case, for a body of men who have charge of public affairs—whether it be the Town or Municipal Council—like to have the ratepayers in attendance for they feel that the ratepayers take an interest in Municipal affairs. It is here where co-operation is needed—in Municipal affairs—for this co-operation does more to build up a community, to make people get together and take an interest in local affairs and what is going on around them, as well as to take an interest in their fellow men—than anything else in the world.

If it so happens that the Municipal Council have so pleased their ratepayers that they thought if they had no kicks to register they need not attend, then we heartily congratulate the Councilors on this state of affairs, for they have a large district, and have satisfied the majority of their ratepayers—as apparently they have done—is no mean accomplishment.

### Strathmore S. D. No. 1587 RATEPAYERS ANNUAL MEETING

The Annual meeting of the Ratepayers of Strathmore School District, No. 1587, will be held in the Town Hall, Strathmore, on Monday, the 3rd day of December, 1917, at 2 o'clock, for the purpose of receiving the reports of the Principal, Trustees, Sec.-Treas., etc., and such other business as may properly come before the meeting. All ratepayers are requested to attend.  
H. B. SEYMOUR, Chairman  
F. H. TUCKER, Sec.-Treas.

### Miscellaneous Advertisements

**LOST**—Two Yearling Fillies, black and bay. Blacks branded on right shoulders. Bay reverse R on left hip. Strayed away with white horse branded Crowfoot on hip. Reward for information leading to recovery.—D. Fraser, Strathmore. 8-4-16.

**Pure Bred Bull Dog**—Geck for immediate sale, \$500 each. Best having strain in Alberta bred into them. L. R. MACDONALD, Calgary, Alta.

**LOST**—Two bay geldings, 3 years old, weight 1300 lb. Strayed from high reward for information leading to recovery.—Annie Watson, Strathmore. 8-4-16.

**REWARD**—Strayed from 22-24 Park Brown Filley, white stripe on face branded on right shoulder.—P. Macdonald, Calgary.

### TOWN OF STRATHMORE Municipal Elections, 1917

**PUBLIC NOTICE** is hereby given that a meeting of the electors of the Town of Strathmore will be held in the Town Hall, Strathmore, on Monday, the 3rd day of December, 1917, from eleven o'clock in the forenoon until twelve o'clock noon, for the purpose of nominating candidates for the office of Councilors for the next ensuing year. Given under my hand at Strathmore this 25th day of November 1917.  
F. R. LILLY, Mayor.

A meeting will be held at the same hour and place for the nomination of candidates for the office of Trustee of Strathmore School District No. 1587.

### NOTICE

Having purchased the Star Restaurant from Sam Lee, all accounts owing the above must be paid by Dec. 1st, 1917.  
YIP WAH

**ESTRAY**—On premises of W. E. Mercer White Mare 2 right shoulder; Gray Mare 12 over left shoulder; Gray Horse 12 right shoulder. Both have collars at foot. W. E. Mercer, Ardmore.

**LOST**—One four year old heifer, red with four white feet, white patch on forehead, 3 corners. Branded C.P.R. on left V.E. on right ribs. Refer to H. Groves or W. Dawkins, Strathmore, \$10 reward. 4-11-17

**FOR SALE**—Half Section, close to Nightingale, near C.N.R. About 20 acres broken; 120 in moose fallow and new breaking ready for cropping. Good buildings and water. Easy terms. Apply to "Owner," Standard Office, Strathmore.

## TEAM : HARNESS

THESE SETS ARE MOVING OUT FAST

Better call and make your choice as there are Only a Few Left

## Dining : Room : Suites

comprising Table, Buffet and 1 Arm. and 5

Small Chairs in Fumed Finish

**SPECIAL \$70.00**

### HORSE BLANKETS AT LAST YEAR'S PRICES

An Oil Stove for these cold evenings is a great comfort

Large Stock of the famous Royal Purple Calf Meal

## WM. E. BROWN,

**HARDWARE FURNITURE**

## K. & K. SHOP

"FOR MEN'S WEAR"

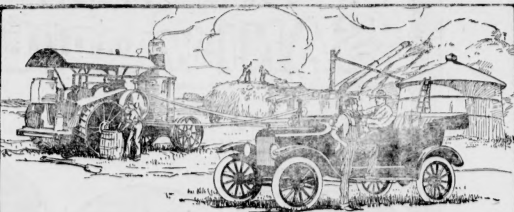
**HATS, CAPS, BOOTS, SHOES**

**& TIES, SHIRTS, COLLARS**

**READY-MADE & MADE-TO-MEASURE**

**CLOTHING**

Everything in Men's Wear



## The Best Farm or Ranch Car

YOU would replace your "general utility" team with a powerful, sturdy, Ford car at once, we believe, if you but figured the matter out carefully.

The Ford is especially suited to western conditions and your needs. It is equal to rough roads, big loads and long distances. These are the very tests to which you will put your car.

A Ford will run your errands for repairs, grease, mail and countless other necessities quickly and cheaply. It will save you weeks of time and money. It will be one of your best investments. It will make prairie life more enjoyable. You need a car and need it badly. The Ford is the utility car for the Western Farmer.



Runabout - \$475  
Touring - \$495

F. O. B. FORD, ONT.

W. C. Brown, Dealer, Strathmore

**STRATHMORE LODGE, No. 79**  
Meets Every Thursday evening in Masonic Hall, Strathmore, at 8 p.m. Visiting brethren cordially invited.  
W. E. PRINCE, Noble Grand  
G. B. ANDERSON, Sec. Sec.

### KING EDWARD LIVERY.

FEED. AND SALE STABLES

GOOD HORSES

Reliable Rigs

Steady Drivers

DRAYING AND DELIVERY ORDERS Promptly Attended To

Horses for Sale

W. COLE, Manager

### SHOE REPAIRING

I have opened a Shoe Repair Shop on and Street, next door to the Ford Garage and solicit your Patronage

C. NERRINGS

Best Materials Used  
All Work Guaranteed  
Charges Reasonable

### THE HUB CIGAR SHOP

BILLIARD ROOM AND BOWLING ALLEY

We Carry the Largest Stock of TOBACCOES AND SMOKE SUPPLIES in Town. Give Us a Trial.

ROLAND HILL

PROPRIETOR

"WE ARE COMPETENT."

IF YOU WANT BETTER SERVICE at a more

REASONABLE PRICE

Leave your Watch and Jewelry Repairs at

The Strathmore Jewelry Store

C. CHRISTENSEN

## UNION BANK OF CANADA

**A Joint Account is a Great Convenience**  
for family funds. It may be opened with the Union Bank of Canada in the names of two persons.

either of whom can make deposits or withdraw money when in town or when passing the bank. It is especially convenient if the husband is frequently away on trips, as it enables the wife to procure funds for expenses on her own signature alone.

Make Your Money Frigh-Buy Victory Bonds

## WHY NOT CHOOSE YOUR XMAS GIFTS Now?

New Arrivals just placed in stock for your Christmas Shopping include the following goods, suitable for mailing to your friends:

**Ladies' & Children's Handkerchiefs**  
in fancy boxes. These are always very acceptable. We have big stocks at all prices

**Ladies' Neckwear**  
in the newest styles. Dainty goods that will appeal to you at once.

**Ladies' & Children's Slippers**  
The well known "Kosy Korner" line of slippers, in red, brown, blue, and green felt from \$1.25 to \$2.50

**Ladies' Silk Waists, Fine Sweaters, Gloves, Hosiery, etc., in big assortments**

**A Big Assortment of Dolls for the Youngsters just unpacked**

**Men's Ties, Tuffers, Gloves & Mitts, Suspenders, etc., in fancy Xmas Boxes**

Don't forget your Winter Apples; now is the time to get them home before the bad weather sets in. We have a special price on Jumble Pack apples, all good varieties at \$1.85 a box

## Gatenby & Fisher

WHERE THEY STOCK THE BEST  
STRATHMORE - ALBERTA

## BUY AN IRRIGATED FARM FROM

THE CANADIAN PACIFIC RAILWAY

BECAUSE—

Irrigation enables the farmer independent of rainfall, and insures good crops, not occasionally, but every year.

Irrigation makes possible the successful culture of alfalfa, the king of fodders, which insures good returns in drying and mixed farming.

Irrigation means intensive farming and close settlement with all the advantages of a densely populated agricultural community.

Irrigation in the Canadian Pacific Railway Irrigation Block is no longer an experiment; the years that it has been tried having abundantly demonstrated its success wherever intelligently applied.

This is the most liberal offer of irrigated farm land on record. For full particulars, apply to

ALLAN CAMERON, General Supt. of Lands  
Canadian Pacific Railway, Dept. of Natural Resources, 929 First Street, E. Calgary, Alberta

**DR. J. I. KELLY**  
DENTIST  
Phones: Office M6500 511, Herald Building  
Residence M618 On Gary, Alta.

**J. J. PETRIE**  
Barrister, Solicitor and Notary Public  
Suite 2, Mills Block, 224 8th Ave. W. Calgary  
Attends Lambert Block, Strathmore Friday afternoon and Saturday.







# FACTORY BONDS Pave the Way to Berlin

## Chautauqua Festival Grand Success

Strathmore's Chautauqua Festival held in the Methodist Church on Thursday, Friday and Saturday of last week was an undeniable success, both from the viewpoint of the guarantors and from the viewpoint of the audience which filled the building to its utmost capacity at every performance. It is a somewhat difficult matter to please everybody—and not realize this more than the promoters of Chautauqua and the artists who appear on the platform before an audience which is more or less of a critical nature—but from the reception accorded the talent here for Chautauqua, and from what we have been able to gather around town—with perhaps one or two exceptions, and these are to be met with in every community, large or small—those who attended the Chautauqua were more than pleased with the programmes rendered.

The church was well filled on the opening afternoon when the Superintendent, Miss Dunning, delivered a pretty little address and introduced the Ladies' Festival Orchestra, who rendered a very pleasing and high class programme. Walter E. Stern, the business man lecturer, occupied the platform for the second half of the afternoon and delivered a powerful and impressive message on community building. The speaker had a very difficult subject to handle, but he presented his message in a manner that drew forth storms of applause from his audience.

In the evening the Ladies' Festival Orchestra presented a program of unusual merit and proved themselves to be artists of a very high degree. Their programme was of a nature to suit everyone, and that they succeeded in doing so and quickly won a place in the hearts of their audience, was shown by the great reception accorded them. The church was packed to overflowing at this performance, additional seating accommodation had been provided, but these were soon filled up, and about 50 had to stand, while quite a number were unable to gain admission.

On Friday afternoon, Leila M. Bloomfield delivered a very interesting lecture on her native country New Zealand, dressed in the Maori costume, the lecturer portrayed the life and customs of the natives, and then came down to the present day period where she spoke of New Zealand's model government, and of the part her country is playing in the war.

Friday evening it was found necessary to give a double program at 7 and 9, when Julius Caesar Nayphs, an Algonquin, who came to America some few years ago, presented "The Oriental Pageant" dressing in the splendor peculiar to his people, amid settings of a magnificent nature, worked by boys and girls who have suffered martyrdom at the hands of the Turk and Hun. Nayphs entertained his audience with a very interesting lecture. With the assistance of six local young ladies (whose names we are under penalty of death not to disclose) he demonstrated the construction of the betrothal, a custom of his native land. The prospective bride and bridegroom are not allowed to see each other until after betrothal, the ceremony being performed by the priest, little or no attention being given to the parties concerned, the mother-in-law in fact seemed to be the most important personage. Julius Caesar Nayphs is pro-Ally, and spoke very strongly on the part Greece is playing in this world crisis. He explained how his country has been under the heel of an oppressive monarch whose policy was governed by Berlin, and it was only after Constantine had left the country that the patriots of Greece had the opportunity to take the just and honorable course.

The real treat of the Chautauqua came on Saturday afternoon when Capt. W. J. Hindley, after a short prelude by the Uvavians, delivered his powerful lecture "The Reign of the Common People." Mr. Hindley is an inspirational speaker and in clear, resonant tones he delivered a lecture that was well worth the price of the season ticket alone. We cannot attempt to give our readers a fair idea of the lecture, suffice it to say that the audience could have gone on listening to him for several hours. Mr. Hindley is a champion of democracy, loves the common people, and encourages them in their fight for a fair and square deal, and is certain that the common people are coming into their own, throughout the world. He stated that it was his belief that before long, monarchies would disappear from each and everyone of the belligerent nations. He also spoke of the future Canada and stated that although perhaps we did not realize it, we were destined to become a great nation. He pointed to our great Agricultural possibilities, our rivers, which could be harnessed for power, our immense timber resources, and our mineral deposits. All those he stated, were placed here for a purpose by the Creator, and when they were developed, Canada would hold a position in the world envied by every other country. The great truths which he bore home with sledgehammer blows, will be long remembered by those who were fortunate enough to hear him. At the close of his address Mr. Hindley received an ovation that has never before been given an orator in this town. Again it was found necessary to put on a double programme for the evening, and that the Superintendent was justified in so doing was borne out by the crowds which attended both performances, when the Hawaiian Quartette gave the grand closing concert of Hawaiian melodies and songs. Evidently a large percentage of those present delight to hear the strains of the ukulele and the steel guitar, for the audience repeatedly demanded encores. During an intermission in the program at the first evening concert, Capt. Hindley delivered an address for about 10 minutes for the benefit of those who were unable to hear him.

in the afternoon and again he received a warm ovation, and he may be assured of a warm welcome if ever he returns to Strathmore. As we have before mentioned, the Chautauqua was an unqualified success; and that the people of this town and district appreciated the talent which appeared here and the efforts of the guarantors, was shown by the manner in which they turned out at every performance and by their whole hearted applause.

## Annual Meeting of Ratepayers

The Annual meeting of the Ratepayers of the town was held on Monday evening at 8 p. m., in the Town Hall. When the meeting was called to order by the Mayor.

There were present in addition to the Mayor, Councillor Boorts and the Secretary, F. R. Lilly, our ratepayer, Rev. J. P. Berry, and Rev. Ed.

The Mayor remarked upon the non-attendance of the ratepayers and said, that perhaps, was a good thing, as apparently they were well satisfied with the work that had been done during the past year. So far as to sound see the Town was knocking along very well and there were no complaints. Financially the Town was in a very good position, the only comment was that they were a little backward in the collection of taxes, but that was nothing new. The auditor's report was satisfactory. After those present had looked over the auditor's report and digested its contents, the meeting adjourned.

## CANADIAN PACIFIC RAILWAY

### GO EAST

Excursion Tickets to Eastern Canada, also principal cities of the United States. On Sale Daily during the month of December. Final Return Limit, Three Months from date of issue.

VANCOUVER, VICTORIA & NEW WESTMINSTER  
Tickets on Sale December 2nd to 8th, January 6th to 12th, February 3rd to 9th. Final Return Limit April 30th. Travel by "The World's Greatest Highway" Two Transcontinental Trains Daily. Tickets and full information from any C. P. R. Agent.

R. DAWSON, District Passenger Agent, Calgary, Alta.

# FIXINGS

WE HAVE THEM HERE. Fixings of every description for Christmas Fare. Hurry, there is no time like the present and our prices will bear comparison. INVESTIGATE.

## Grocery Bargains

Cerantes 2 pkgs for 39c  
Dates in pkgs 2 for 35c  
Iceing Sugar, all flavors, 15c pkt  
Mince Meat in pails just in per pail \$1.00  
Montserrat Lime Juice quart size, special per bot. 90c  
Cranberries, special 2 lbs 45c  
Catsup special 2 bots 25c  
Tuxedo Baking Powder 16 oz can, reg 30c for 25c  
Pop Corn (that will pop) 2 lbs 25c  
Lever Bros. Famous Cream Toilet Soap 2 boxes 35c  
Gold & Ivory Soaps, spec 7 for 50c

## Stock up on These

Brown Beans 10 lbs \$1.00  
Spanish Onions 2 lbs for 25c  
Cabbage, (solid heads) 5 lbs for 25c  
Carrots (good stock) 5 lbs for 25c

## Keep Warm

Full Size Comfort's 3.50  
Grey Flannellette Bl. 1.25  
and up  
Saxony Wool Bl. reg \$6.75, special 5.95

## Dry Goods Specials

Children's Sleepers, reg \$1, for 59c  
Lace, reg up to 10c for 5c  
Glass Towelling, reg 15c for 10c  
Roller reg 20c for 15c  
Flannelette, reg 25c for 18c  
Bleached Table Damask 50c

## For Fancy Work

Huckaback Towelling 25c  
Turkish Towelling 25c  
Cordonnet Crochet Cotton in white and colors.

Silkine in all Colors  
Clark's Crochet Cot. in all numbers

## Ladies & Children's WINTER WEAR

Ladies' Cap & Scarf Sets regular \$2.25 for \$1.75  
Ladies' Cap & Scarf Sets with mitts, reg \$3.25 for \$2.75  
Ladies' Fleece-lined Underwear 1.95  
Ladies' Fine Ribbed Combinations \$3.50  
Ladies' Fine Wool Combs \$6.50  
Children's Black Fleece-lined Gaiters 50c  
Children's Corduroy Gaiters regular \$1.00 for 85c  
Children's Wool Toes regular \$1.00 for 75c  
Children's Wool Toes regular 85c for 60c

We have just opened up a large consignment of

## TOYS

they are better than ever this year, bring the children to see them

## Men's Wear

All Wool Khaki Socks regular 75c for 59c  
Heavy Wool Socks regular 50c 3 pr for \$1.00  
Men's Heavy Work Shirts regular \$2.75 for \$1.95  
Excelada Handkerchiefs 2 for 25c

## The Apple Market

See us before buying. We have all varieties.

Buy them by the box

\$1.95  
\$2.45  
\$2.95  
per box

## First and Last-A Newspaper

## TO THE PEOPLE OF ALBERTA

What to Buy-and Where  
THE metropolitan newspaper of today aims to carry ALL the news.

Ranking equal in importance to the news contained in its reading columns is that which is found in its advertising columns. Both are of interest to the reader. THE CALGARY HERALD IS THE ONLY NEWSPAPER PUBLISHED IN CALGARY WHICH CARRIES THE FULL STORE-NEWS ANNOUNCEMENTS OF THE BIG STORES. Proportionally it is patronized by the other merchants who have good goods to sell. To the buyer in and out of town this is an important factor in the choice of a newspaper.

SPECIAL TRIAL SUBSCRIPTION OFFER 4 MTHS. \$1

The regular subscription price to The Herald is \$4.00 a year. But if you cut out this advertisement and send it with your name, address, and money order (or \$1.00) to the Circulation Manager, The Herald, Calgary, you will receive 100¢ off the regular price for four months.

# STRATHMORE TRADING CO., LTD